

DATE: Thursday

TIME: 3:29

SPONSOR: THE PLEASANT TIME JEWELRY STORE

SOLICITOR: LM

SPRING HAS COME AND IT'S PROM TIME. TO ADD THAT SPECIAL SOMETHING TO YOUR LAST YEAR'S DRESS OR TO SET OFF YOUR BEAUTIFUL NEW FORMAL YOU'LL WANT RHINESTONES.

THE PLEASANT TIME JEWELRY STORE HAS A SPARKLING ASSORTMENT OF VAN DELL RHINESTONES.---JUST THE KIND YOU'LL WANT TO CATCH THAT MAN'S EYE---THERE ARE MANY STYLES OF NECKLACES WITH LOVELY EARRINGS TO MATCH.

STOP IN AT THE PLEASANT TIME STORE AND YOU'LL FIND A BRILLIANT, LOW-PRICED RHINESTONE SET JUST RIGHT FOR YOUR FORMAL. WHILE THERE, PICK UP A FEW ROLLS OF FILM AT THE NEWLY- OPENED PHOTOGRAPHY DEPARTMENT SO YOU'LL HAVE PLENTY ON HAND TO CAPTURE THAT SPECIAL WEEKEND. AND THE PROMPT PLEASANT TIME DEVELOPING SERVICE CAN HAVE YOUR FILMS DEVELOPED AND READY IN ONLY 24 HOURS.

REMEMBER, FOR A PERFECT PROM ENSEMBLE, WEAR VAN DELL RHINESTONES FROM THE PLEASANT TIME JEWELRY STORE, 243 MAIN STREET.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTONL. THE CORRECT TIME IS NOW 3:30

ANNOUNCER'S SIGNATURE:

DATE: 4-22-54 Wilen

